ORDER

36925 Order / Rev: Alt Order #: 08837306 NRCC / SCHEDULE 2 Product Desc:

> Estimate: 2958

Flight Dates: 09/28/12 - 10/04/12

GENERAL Order Type:

Original Date / Rev:

Name:

National Media Inc **Buying Contact:**

08/08/12 / 08/08/12

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

NRCC

Name:

Demographic: A35+ **Product Codes:** PO4

Priority: LV1

AGY, POL, ISS Revenue Codes:

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

National Sales Region:

Cash Billing Type: Broadcast

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

EOM/EOC

00:10:00

New Business Thru: 11/29/08

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Orders

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$40,650.00	\$34,552.50
10/01/12	10/04/12	31	\$35,700.00	\$30,345.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$40,650.00	\$34,552.50	0.00
October 2012	31	\$35,700.00	\$30,345.00	0.00
Totals	44	\$76,350.00	\$64,897.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	-		Start Of Order - End Of Order	100%

Total Order Share Share KLAS 30% \$76,350.00 100% \$254,500.00 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$63,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,725.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/28/12	09/28/12	8 News Now 5a M-F 8 News Now 5a M-F		5-6a	F	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
	NEWS												
	Sta	rt Date	End Date	Weekdays S	pots/Week	Rate	Rating						
W	eek: 09/	24/12	09/30/12	F	1	\$800.00	0.00						
E 2	8	10/01/12	10/04/12		СМ	5-6a	MTWT	:30	4	\$800.00LV1	0.00 NM	4	\$3,200.00

Print Date: 08/09/12 14:18:27 Page 2 of 4

KLAS

Order / Rev:

36925

Advertiser:

NRCC

Alt Order #:

08837306

NRCC / SCHEDULE 2 **Product Desc:**

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End 8 News Now 5a M-8 News Now 5a M-F **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate 10/07/12 MTWT---\$800.00 0.00 Week: 10/01/12 ----F--:30 \$900.00LV1 0.00 NM \$900.00 8 News Now 6a M-F F 3 09/28/12 09/28/12 CM 6-7a 8 News Now 6a M-F **NFWS** Spots/Week Rating Start Date **End Date** Weekdays Rate \$900.00 0.00 09/30/12 ---F--Week: 09/24/12 10/01/12 10/04/12 8 News Now 6a M-F 6-7a MTWT---:30 \$900.00 LV1 0.00 NM \$3,600.00 E 4 8 CM 8 News Now 6a M-F **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate 10/07/12 MTWT---\$900.00 0.00 Week: 10/01/12 CBS Sunday Morni----S :30 1 \$1,500.00LV1 0.00 NM \$1,500.00 09/30/12 09/30/12 CBS News Sunday Morr@M E 5 **CBS News Sunday Morning** SUNDAY MORNING **End Date** Weekdays Spots/Week Rate Rating Start Date Week: 09/24/12 09/30/12 ----5 \$1,500.00 0.00 10/01/12 10/04/12 Live w/Kellv CM 9-10a MTWT---.30 \$750.00LV1 0.00 NM \$1,500.00 Live With Regis & Kelly LIVE WITH KELLY End Date Rating Weekdays Spots/Week Start Date Rate MTWT---0.00 Week: 10/01/12 10/07/12 \$750.00 09/28/12 09/28/12 8 News Now Noon M-F CM ---F--:30 \$750.00LV1 0.00 NM \$750.00 E 7 12-1230p 8 News Now Noon M-F **NEWS Start Date End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 ----F--\$750.00 0.00 E 8 8 10/01/12 10/04/12 8 News Now Noon M-F CM 12-1230p MTWT---:30 \$750.00LV1 0.00 NM \$3,000.00 8 News Now Noon M-F **NEWS** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/01/12 10/07/12 MTWT---\$750.00 0.00 :30 E 9 09/28/12 09/28/12 Ellen CM 3-4p ----F--\$900.00LV1 0.00 NM \$900.00 Ellen **ELLEN Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F--\$900.00 0.00 10/01/12 10/04/12 Ellen CM 3-4p MTWT---:30 \$900.00 LV1 0.00 NM \$3,600.00 E 10 8 Ellen **ELLEN** Start Date Spots/Week **End Date** Weekdays Rating Rate 10/07/12 MTWT---\$900.00 0.00 Week: 10/01/12 8 09/30/12 09/30/12 NFL Reg Season Game&M NFL Football Reg. ----S :30 2 \$5,000.00LV1 0.00 NM 0 \$0.00 E 11 NFL Football Reg. Season (10:00 AM-4:15 PM) NFL **End Date** Rating Start Date **Weekdavs** Spots/Week Rate Week: 09/24/12 09/30/12 2 \$5,000.00 0.00 **Description** Start/End Time Weekdays Length <u>Spot</u> Ch Date Range Rate Rtg Type NFL Football Red10:00 AM-4:15 -----Su :30(\$5.000.00) 0.00 NM 8 09/24/12-09/30/12 NFL Reg Season Games 1 See MG 18.2,18.3,18.4 2 8 09/24/12-09/30/12 NFL Reg Season Games NFL Football Reg10:00 AM-4:15 -----Su :30(\$5,000.00) 0.00 NM See MG 18.2,18.3,18.4 [da] E 12 8 09/28/12 09/28/12 8 News Now 5-630p M-FCM 5-630p ----F--:30 1 \$1,300,00LV1 0.00 NM \$1,300.00 8 News Now 5-630p M-F **NEWS** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 09/24/12 09/30/12 1 \$1,300.00 0.00

Print Date: 08/09/12 14:18:27 Page 3 of 4

KLAS

Order / Rev: 36925 Alt Order #:

Advertiser:

NRCC

08837306

Product Desc:

NRCC / SCHEDULE 2

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

riigiit Date	35. <u>US</u>	20/12 - 10/0			Lournate.	2330					
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E 12 8		2 09/28/12			5-630p	F		1 \$1,300.00LV1			\$1,300.00
			8 News Now 5-63	30p M-F							
NEW		End Data	Mookdayo	Spots/Week	Rate	Rating					
_	Start Date 09/24/12	End Date 09/30/12	<u>Weekdays</u> F	<u> </u>		0.00					
E 13 8			8 News Now 5-63	Op M-FCM	5-630p	MTWT	- :30	2 \$1,300.00LV1	0.00 NM	0	\$0.00
	_		8 News Now 5-63	30p M-F							
NEW		End Data	Weekdays	Spots/Week	Rate	Rating					
-	<u>Start Date</u> 10/01/12	End Date 10/07/12	MTWT		\$1,300.00	0.00					
	Ch Date Ra		escription	Star	VEnd Time		<u>Weekdays</u>		Rtg Type	ĺ	
1			News Now 5-630p	<i>M-F</i> 5-63	0р		MTWTh	:30 (\$1,300.00)	0.00 NM		
	See MG 18. [da]	2,18.3,18.4									
2		2-10/07/12 8	News Now 5-630p	<i>M-F</i> 5-63	Юр		MTWTh	:30 (\$1,300.00)	0.00 NM		
,		2,18.3,18.4	·								
	[da]									ŀ	. 1
E 14 8	09/28/1	2 09/28/12	8 News Now 5-63	•	5-630p	F-	- :30	1 \$1,300.00LV1	0.00 NM	0	\$0.00
NEW	VS		8 News Now 5-63	sup IVI-r							
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
	09/24/12	09/30/12	F		\$1,300.00	0.00	1441-4	tth. Bata	D4 T		
Spot 1	Ch Date Ra		escription News Now 5-630p		t/End Time		Weekdays	<u>Length Rate</u> :30 (\$1,300.00)	Rtg Type		
	See MG 18.		146W3 140W 0-030F) IVI-1 3-03	ЮР		•	.00(\$1,000.00)	0.00 11111		
	[da]										
E 15 8	10/01/1	2 10/04/12	8 News Now 5-63	•	5-630p	MTWT	- :30	4 \$1,300.00LV1	0.00 NM	4	\$5,200.00
NEW	JC		8 News Now 5-6:	30p M-F						l	
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/01/12	10/07/12	MTWT		\$1,300.00	0.00					
E 16 8	09/28/1	2 09/28/12	7-8p Rotator	СМ	7-8p	F-	- :30	1 \$1,100.00LV1	0.00 NM	1	\$1,100.00
ENT	ERTAINMEI	NT TONIGH	7-8p Rotator								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
-	09/24/12	09/30/12	F	1		0.00				İ	
E17 8	10/01/1	2 10/04/12	•	СМ	7-8p	MTWT	- :30	6 \$1,100.00LV1	0.00 NM	6	\$6,600.00
ENT	ERTAINMEI	NT TONIGH	7-8p Rotator								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
-	10/01/12	10/07/12	MTWT		\$1,100.00	0.00				ł	
E 18 8	09/28/1	2 09/28/12	730-8p Insider	СМ	730-8P	F-	- :30	1 \$1,200.00LV1	0.00 NM	3	\$31,650.00
INSI	DER		Insider								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
_	09/24/12	09/30/12	F		\$1,200.00	0.00					
	Ch Date Ra		escription		t/End Time		Weekdays	-	Rtg Type		
1		2-09/30/12 /: 2,18.3,18.4	30-8p Insider	730-	·8P		F	· :30 (\$1,200.00)	0.00 14141		
	[da]	_, 10.0, 10.4								1	
2		2-09/30/12 F	•	8-9p			F	:30 \$7,500.00	0.00 NM	1	
_			9.1,13.1,14.1,13.2,				1.1	.00045 000 00		1	
3 რი ს		2-09/30/12 W 19 4 19 2 11	ved 10-11p 9.1,13.1,14.1,13.2,	10-1 11 2 19 3 21 1	•		W	:30\$15,000.00	טטט.ט י	i	
4		, 19.4, 19.2, 19 2-09/30/12 S		, 11.2, 19.3,21. 9-10			Su	ı :30 \$9,150.00	0.00 NM	1	
			9.1,13.1,14.1,13.2,		•		-			i	
E 19 8	10/01/1	2 10/04/12	730-8p Insider	CM	730-8P	MTWT	- :30	4 \$1,200.00LV1	0.00 NM	0	\$0.00
151011	DEB		Insider								
INSI	DER Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1	
-	10/01/12	10/07/12	MTWT		\$1,200.00	0.00				i	

Print Date: 08/09/12 14:18:27 Page 4 of 4

KLAS

Totals

\$76,350.00

Order / Rev: 36925 Advertiser:

NRCC

Alt Order #: 08837306

Flight Dates:

NRCC / SCHEDULE 2 Product Desc:

09/28/12 - 10/04/12

Estimate: 2958

Ln Ch Start	End Inventory Code	e Break	Start/End 1	Γime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E 19 8 10/01/12	10/04/12 730-8p Insider	СМ	730-8P	MTWT	:30	4 \$1,200.00LV1	0.00 NM	0	\$0.00
INSIDER	Insider								
	nd Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
	0/07/12 MTWT		\$1,200.00	0.00	Mookdova	Longth Bate	Pta Type		
Spot Ch Date Range 1 8 10/01/12-1	<u>ge Description</u> 10/07/12 730-8p Insider	730-	<u>/End Time</u> 8P		Weekdays MTWTh	-	Rtg Type 0.00 NM		
See MG 18.2,	•					,			
[da]			•			20/21 202 201			
2 8 10/01/12-1 See MG 18.2,	10/07/12 730-8p Insider	730-	8P		MTWTh	:30 (\$1,200.00)	0.00 NM		
[da]	10.3, 10.4								
• •	10/07/12 730-8p Insider	730-	8P		MTWTh	:30 (\$1,200.00)	0.00 NM		
See MG 18.2,	18.3,18.4								
[da] 4	10/07/12 730-8p Insider	730-	8P		MTWTh	:30 (\$1,200.00)	0.00 NM		
See MG 18.2,	•		-			,,			
[da]									
E 20 8 09/29/12	09/29/12 Sat 7-8p - ET W		7-8p	S	3- :30	2 \$500.00LV1	0.00 NM	2	\$1,000.00
ENTERTAINMENT	Ent Tonight Wee TONIGHT	ekena							
	End Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
)9/30/12S-	2	\$500.00	0.00					
E21 8 09/30/12	09/30/12 Sun 530-6p Ins E Inside Edition W		530-6p		-S :30	1 \$450.00LV1	0.00 NM	0	\$0.00
INSIDE EDITION	maide Edition VV	NII							
	End Date Weekdays	Spots/Week	Rate	Rating					
	09/30/12S ne <u>Description</u>	1 Start	\$450.00 <u>/End Time</u>	0.00	Weekdays	Length Rate	Rta Type		
	09/30/12 Sun 530-6p Ins Ed				Su				
See MG 18.2,	18.3,18.4								
[da]									
E 22 8 10/02/12	10/02/12 Tue 10-11p	СМ	10-11p	-T	:30	1 \$7,500.00LV1	0.00 NM	1	\$7,500.00
VEGAS	Vegas								
	nd Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
	0/07/12 -T		\$7,500.00	0.00					
E 23 8 09/28/12	09/28/12 Letterman Letterman	CM	1135p-1237a	F-	:30	1 \$750.00LV1	0.00 NM	1	\$750.00
LETTERMAN	Letterman								
Start Date	End Date Weekdays	Spots/Week	Rate	Rating					
	09/30/12F	1	\$750.00	0.00		0 0750 001144	0.00.1/14		64 500 00
E 24 8 10/01/12	10/04/12 Letterman Letterman	CM	1135p-1237a	MTWT	:30	2 \$750.00LV1	U.UU NM	2	\$1,500.00
LETTERMAN	Lottonnan								
	nd Date Weekdays	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12 MTWT	2	\$750.00	0.00				<u> </u>	